

The
ARGO CAR
\$295

Top, Windshield, Gas Head Lamps
and Generator, Extra.

Four Cylinder
Water Cooled—Shaft Drive
Sliding Gear Transmission
Weight 850 lbs.



The ultra of economy in first cost, in operation
and in upkeep and yet containing the best in
design, the best of workmanship, and the best
in style.

ARGO MOTOR CO. INC.

JACKSON, MICH., U. S. A.



The
ARGO CAR
\$295

Top, Windshield, Gas Head Lamps and
Generator, Extra

A real automobile.

A reliable, safe economical means of transportation.

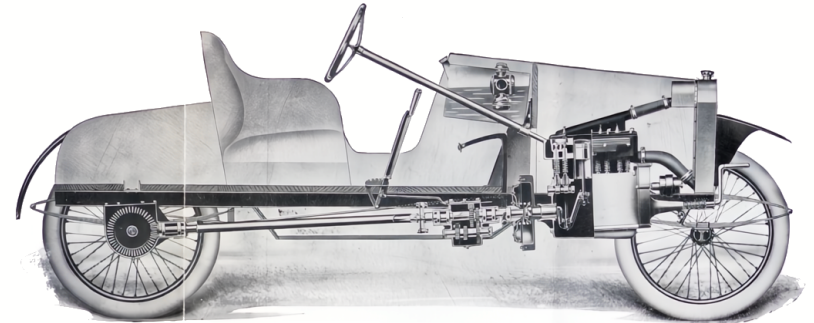
Automobile transportation at the cost of street car fare.

No car is more reliable in performing the work it is made for.

No man can afford to walk if his time is worth anything.

No car has any better material in all working parts.

Not cheaply made because the price is low, but—because it is the greatest engineering triumph of the age.



DEALERS EVERYWHERE

The Argo Motor Company, Inc. - Jackson, Mich., U. S. A.

DEALERS EVERYWHERE

Transportation Is part of everything that we eat, we wear, we use and in some way is connected with almost every performance of man;

Transportation Is the most universally used commodity in the activities of mankind;

Transportation Is an ever present factor in the cost of living; an essential consideration in all the goings and comings of society.

The cost of transportation is one of the greatest problems in social economics.

It follows, therefore, that he who furnishes this transportation or the means thereof at a reduction in cost, is doing that which is worth while. We have done that "worth while" thing.

The "ARGO" CAR is, we believe, lower in first cost for a car involving standard, time tried construction, is more economical to operate and maintain, and gives greater and more universal satisfaction from its use than any other means for transportation conceived in the brain or worked out by the hand of man.

It marks a new epoch in the cost of transportation; it spells a new liberty to the "masses," who cannot afford to waste; it enfranchises the thousand dollar a year man from the bondage of rails or the limitations of walking distances and opens up to him the sweet and health-giving freedom of nature's delights.

ARGO MOTOR CO., INC.

JACKSON, MICH., U. S. A.

President, Benjamin Briscoe

Vice-President, J. R. Findlater

Secretary, Treasurer and General Manager, L. E. LATTA.

SPECIFICATIONS

- MOTOR**—"Briscoe Freres," 8 to 12 horse power; four cylinders 2 5-16" bore x 4" stroke cast en-bloc; "L" head type; 3-point suspension; water cooled.
- VALVES**—Location, right side of motor, allowing easy inspection, adjustment, and cleaning of cylinder heads. Diameter 1 3-16", interchangeable Valve push rods self-adjusting.
- CRANKSHAFT**—High carbon steel, heat treated, machined and ground to accurate limits.
- BEARINGS**—Crank shaft, front 1 5/8" long x 1 3-16" diameter; rear 2" long x 1 3/8" diameter.
- CAMSHAFT**—1" diameter with integral cams.
- CONNECTING RODS**—Steel forgings; heat treated; 7 5/8" long with 1/2" special steel piston pin.
- COOLING**—Thermo-syphon system, with large flexible connections to standard honeycomb radiator.
- CLUTCH**—Internal cone type, leather faced.
- TRANSMISSION**—Sliding gear, two speeds forward and reverse.
- AXLE—FRONT**—"I" beam section.
- SHAFT DRIVE**—Propellor shaft drive, through universal joint, to rear axle bevel gear. Shaft, enclosed in torque tube.
- DRIVE RATIO**—BEVEL gear, 4 1/4 to 1, cut from chrome vanadium steel specially heat treated and oil toughened.
- BEARINGS**—Ball bearings complete from engine to wheels.
- SPRINGS**—Full elliptic front and rear.
- BRAKES**—External brake bands operating against steel drums, attached to wheels.
- PISTON**—Special close grained cast iron. Weight of piston and reciprocating parts, i. e., piston, connecting rod, rings, pins, bolts and bearings, totals less than two pounds; this light weight insuring the motor against excessive wear, vibration and making possible high piston speed.
- CARBURETOR**—Standard automatic type.
- IGNITION**—Time distributor of great battery economy, suitable in quality for a \$3,000 car. Runs on annular ball bearings, embodies the results of years of experience. The coil is built like magneto armature.
- LUBRICATION**—Self contained constant level system; splash with plunger pump circulation through sight gauge on dash. Reservoir capacity: 2 quarts.
- FRAME**—Pressed steel 1/8" channel section.
- WHEEL BASE**—90"; tread 44". Road clearance 9 1/2".
- WHEELS**—Wire (interchangeable), clincher rim.
- TIRES**—28" x 2 1/2".
- CONTROL**—Single pedal, spark and throttle on steering column.
- GASOLINE**—4 gallon tank, gravity feed to carburetor.
- GASOLINE CONSUMPTION**—35 to 40 miles per gallon.
- SPEED**—5 to 40 miles per hour on level; 10% grade on high.
- BODY**—Seating two, side by side; seat 18" deep and 36" wide; inside upholstery; leg room 38".
- COLOR**—Dark.
- WEIGHT**—850 pounds (approximate).
- EQUIPMENT**—Two side oil lamps, oil tail lamp, horn and tools.

PRICE \$295

F. O. B. FACTORY

Top, Windshield, Gas Head Lamps and Generators, Extra.